



**BIRCH**  
TREEGROUP 

# Project Green Campus

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Proposal for an Online Educational Game

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Prepared for AMD, Inc.

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## Objective

Create a game for the AMD website, while engaging high school students in a hands-on learning experience.

Project Green Campus is an online educational game designed by Birch Tree Group, LLC (BTG) to engage and inform the public about AMD's green building facilities located in Austin, Texas. The development process will include creative collaboration with area high school students in the development and design process. This work will provide students with hands-on learning opportunities and allow them to create interactive, educational content.

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## Scope

Pflugerville ISD high school students will serve as a game development team consultants and will be involved in the development of an educational video game for AMD's website. The game will integrate content on five main issues addressed by AMD's green building:

1. Water quality
2. Site preservation
3. Energy conservation
4. High-quality work environment
5. Sustainable and recycled materials

AMD will receive a final product that includes:

1. Map of the AMD Lone Star Campus
2. Static content about each of the five main content areas
3. Playable web-based games featuring green building concepts

Students from the new Video Game Development career pathway course sequence at Connally High School in Pflugerville ISD will work with the BTG team to develop game pieces for Project Green Campus. Student engagement will begin with the four-week summer intensive *Game On: Velocity Prep* program and will continue throughout the 2011 - 2012 school year.

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## Game: Project Green Campus

Project Green Campus is the tentative title for the online game project. We envision a game destination that resembles the AMD Lonestar Campus and provides a "map" for characters to explore. As the player travels to destinations on the map, they will learn about AMD's award winning green building processes, and will have the opportunity to bring up a series of student-designed mini-games. Playing the games will earn the player Green Achievement Awards. Players earn achievements (or badges) for each mini game they complete.

Earning all the badges, by winning all of the mini-games, allow players to unlock a final mini-game to earn the Green Energy Expert badge and complete the Project Green Campus game.

The student-designed mini-games will teach discrete learning objectives related to each of the five content areas outlined above.

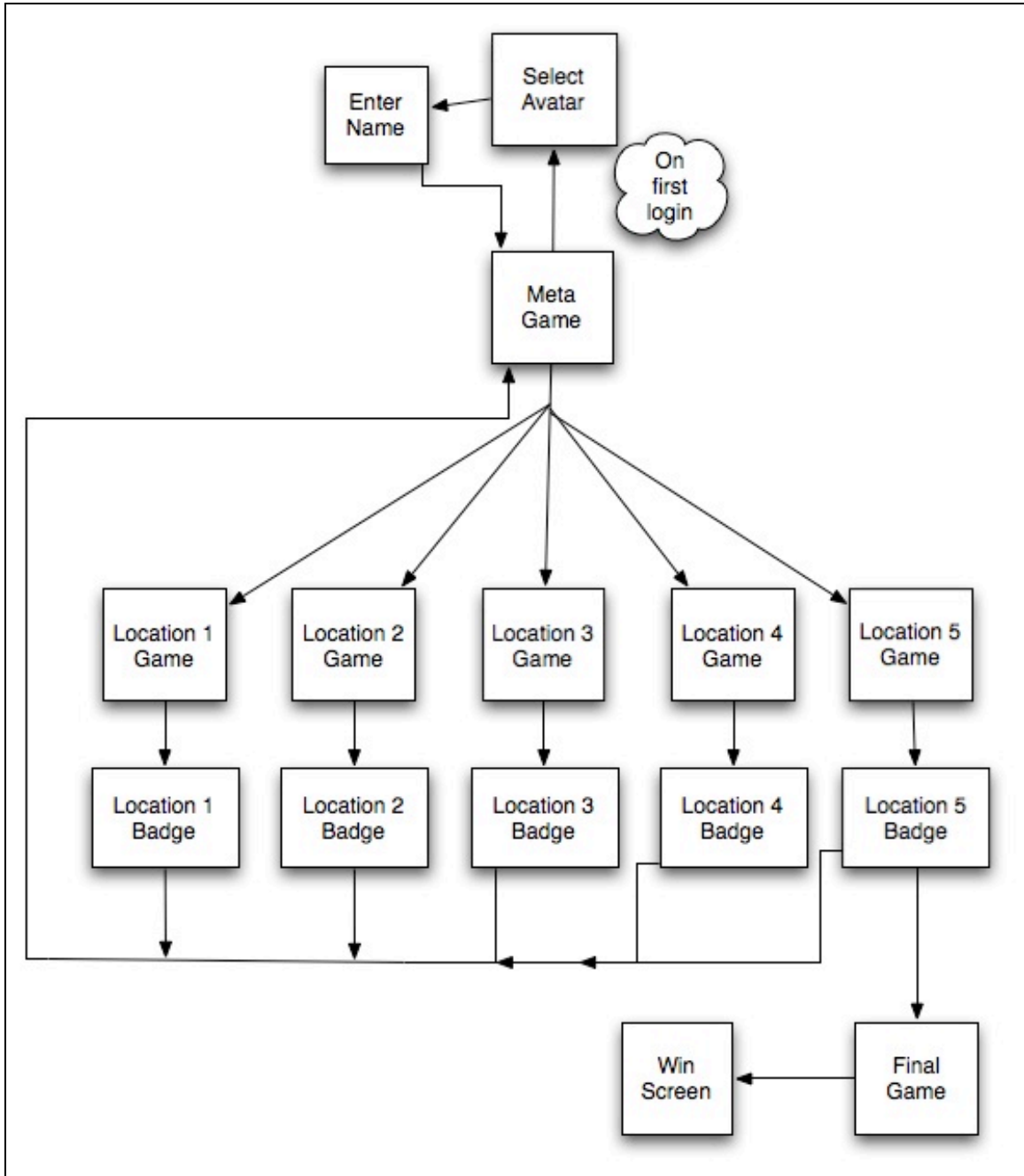


Figure 1.0 – Proposed game-flow for Project Green Campus

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## Student Involvement

BTG believes strongly in engaging students in hands-on learning experiences and intends to have the students play an important role in the development process of Green Campus. Connally High School students will be expected to work in teams to design and develop the mini-games used to teach green energy content. Students will be asked to create a design document that outlines their concept, create level diagrams, art mockups, screenshots, and finally, create a prototype of their game.

Birch Tree Group will work with representatives and volunteers from AMD and the Digital Media Council to evaluate student game concepts and choose game concepts to become mini-games in the Green Campus game. Student involvement will occur in three phases:

**Phase 1:** Students involved in the Velocity Prep program will design and develop 2d animation games that teach the concepts outlined above. Student projects and game prototypes will be evaluated in the last week of Velocity Prep. The top games in each content area will be chosen as mini-games for the Green Campus game.

**Phase 2:** Students in the Fall semester 2011 will work in teams, using the materials and assets created by the Velocity Prep students, to further develop the mini-games to be used in the Green Campus game. BTG will assist in evaluating student progress and will provide feedback for further progress. Student designed mini-games will be considered for inclusion in the Project Green Campus game.

**Phase 3:** Students in the Spring semester 2012 will work in teams to design and develop an additional final mini-game that integrates learning objectives from all green energy concepts. This mini-game will integrate the green building learning objectives covered in the previously created games.

## Timeline

Milestones	Start Date	End Date	Deliverables	Description
<b>1</b>	05/01/11	06/06/11	① Design document	Design overview of project
<b>2</b>	06/06/11	07/01/11	① Game framework mock-up ② Velocity Prep Advisory	Storyboards, wireframes, and mock-ups. Nothing interactive, no mini-games. BTG advisement w/ VPrep
<b>3</b>	07/02/11	08/23/11	① Interactive game demo	Basic, online, interactive presentation of game framework with mini-game placeholders.
<b>4</b>	08/24/11	12/14/11	① Practicum Advisory	BTG advisement w/ Practicum
<b>5</b>	01/04/12	03/15/12	① Game - Alpha ② Practicum Advisory (part 1)	Some integrated mini-games from previous Practicum. BTG advisement w/ Practicum
<b>6</b>	03/16/12	05/29/12	① Game - Beta ② Practicum Advisory (part 2)	More integrated mini-games from previous Practicum. BTG advisement w/ Practicum
<b>7</b>	05/30/12	07/31/12	① Game – Final Release	Final release candidate, live and online on AMD website